



Statewide Accomplishments

Completed Retail Sales Kit

1. Information about the 5 A Day Retail Program
2. Tool for community health leaders
3. Helps to explain what the 5 A Day Retail Program is and what resources are available to store owners and managers
4. Contains a cover letter, 5 A Day fact sheet, calendar of events, descriptions and thumbnail samples of the POS materials
5. To be updated each year to reflect current activities

Statewide Accomplishments

Completed Retail Sales Kit

Statewide Accomplishments

Updated Web site

Remember This?

Statewide Accomplishments

Updated Web site

Merchandising
Research
Calendar of Events
Partners
Advisory Board
Resources

Statewide Accomplishments

Updated Web site



Merchandising:
Semi-Annual
Promotions
Food
Demonstrations
Materials

Statewide Accomplishments

Updated Web site



Resources:
Downloadable
materials
Research
Tools
Web links

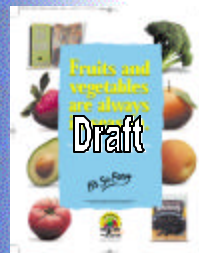
Statewide Accomplishments

Redesigned Season-Specific Point of Sale Materials

1. Features Spring/Summer and Fall/Winter produce complete with seasonality charts and recipes
2. Prepackaged kits and individual items available, with priority given to stores in low-income neighborhoods
3. Downloadable online, on CD-ROM and available via hard copy
4. A variety of elements to choose from, allowing for maximum flexibility

Statewide Accomplishments

Redesigned Season-Specific Point of Sale Materials



22 x 28" water-resistant
bilingual poster
Available with hanging kit
Available in Fall/Winter theme

Statewide Accomplishments

Redesigned Season-Specific Point of Sale Materials



4" x 9" bilingual seasonality cards
Available in packs of 100
Incorporates "color story"
Available in Spring/Summer theme

Statewide Accomplishments

Redesigned Season-Specific Point of Sale Materials



4" x 5" bilingual recipe cards
3 recipes per season
Easy 5 A Day approved recipes
Features seasonal produce
Available in packs of 100
Available in Fall/Winter theme

Statewide Accomplishments

Media Activities

- Completed press release announcing availability of Spring/Summer materials. Picked up by:
 - Fresh Digest, American Vegetable Grower, Progressive Grocer, Nut Grower, The Packer, Produce Merchandising, Grape Grower, Progressive Grocer, Vegetable and Vegetable West.
- Releasing 2 additional press releases highlighting Fall/Winter materials (9/02) and the availability of the items online (10/02)

Statewide Accomplishments

Revised CD-ROM (9/02)

- Read-only files
- Updated graphics in a variety of formats
- Expanded information and artwork
- 5 A Day recipes with photography
- Customizable
- To be distributed directly to supermarket contacts
- Additional copies can be ordered online

Statewide Accomplishments

5 A Day Food Demonstration Training Kit for Stores and Community Health Leaders

- Includes an instruction manual and presentation
- Educates community leaders and stores new to food demonstrations
- Offers consumer tip sheets and key messages to aid in education efforts
- Downloadable online (9/02)

Statewide Accomplishments

Recipe Development and Testing for New Cookbooklet

- Invitation to bid released in July
- New cookbooklet to be designed and released in 2003
- Will feature improved 5 A Day recipes including general market, children, Latino and African American cuisine
- To include physical activity tips and an eating plan among other features

Regional Accomplishments

Monterey Bay/Salinas, San Diego, Fresno and Los Angeles

Regional Accomplishments

Floor Stand Display Kit

Completed 500 floor stand display kits in Spring/Summer and Fall/Winter themes

Experienced delays in development

Local communities throughout the state are scheduled to receive Spring/Summer kits beginning this month

Fall/Winter kits to ship in October



Regional Accomplishments

In-Store Food Demonstrations

- 13 Albertson's, Ralph's and Save Mart Stores in San Diego, Los Angeles, Fresno and Monterey Bay/Salinas
- 130 demonstrations
- Reaching approximately 19,500 low-income customers with the 5 A Day message
- Started July 13 and runs through October 26
- Details online beginning 8/15/02

Regional Accomplishments

In-Store Food Demonstrations



Regional Accomplishments

Retail Radio Remotes

- Completed 3 radio remote broadcasts with local stations July 13
- Bilingual outreach activities with local community health leaders
- Albertson's in Chula Vista with KNLV
- Save Mart in Fresno with KMMM

Radio Remote Broadcasts

Save Mart in Fresno with KMMM
107.1 AMOR



Tip Sheets

- Full page sheets are being completed which provide general information and healthful eating tips when dining out
- Developed for public relations and media events including radio remotes, food demonstrations, statewide activities and media tours
- Content specific to Latinos, African Americans and general market audiences
- Downloadable online 8/15/02

